

Task Force on Pesticide Ordinance Public Education (POPE)
September 23, 2009
Meeting Notes

These notes were compiled by Jay Vos and Jean Markey-Duncan.

Present: Fern Crete, Jean Markey-Duncan, Jay Vos, Mary Ellen Manock

The meeting was called by Jay at 6:15 p.m.

We reviewed the draft minutes for the August 19th meeting, made some changes for clarity and approved them by consensus.

The Agenda was also approved, too.

Jay reported on his research about pesticides education in three cities:

- Castine, Maine
- San Francisco, California
- Toronto, Ontario, Canada

He also mentioned that Montreal and Quebec were possibly ahead of Toronto and Ontario in becoming pesticides-free.

We agreed that several of the following elements of the educational program in Toronto and San Francisco could work in Burlington, too.

Residents

- Identify citizen allies and ask them to help move Burlington beyond pesticides, herbicides and phosphorus, by identifying their property as "NON-TOXIC and phosphorus free". The sign might also read "Pesticide/Herbicide/Phosphorus Free"
- Lab gardens in city wards would be clearly identified with visible signage. Individuals agreeing to participate would also agree to distribute information to those coming to learn about natural lawn care methods

employed on their property. They might also keep a list of residences in the Buffer Zone

- Grass roots action: Put pressure on commercial applicators to promote toxic free alternatives

Community

- Retailers for education, "On the Shelf" campaign*
- Identify non-profit partners for resource sharing and educational materials already in print. Any new material developed might be done so in partnership (e.g. our literature "produced in cooperation with...") & distributed by our partners
- Master gardeners/horticulturalists/students, might become living lab volunteers or spring time 'in-store' campaign volunteers and display the Buffer Zone street list, information about the ordinance and information about alternatives
- Local experts (e.g. turn management) add credibility to our total message

Media

- "Ten Tips for a Health Lawn" (Toronto) distributed widely on post cards, 8x11 sheets, posters and used on BoH website
- Fact sheets on tear-off pads & displayed at retailers
- Natural Gardening/Lawn Care Calendar
- PSA (Public Service Announcement) on TV. Nancy Kerr at Champlain College and Broadcasting majors - Tim Kavanaugh at WCAX. Tim is already interested. Jay also has TV and camera experience

We want to build on the very effective springtime newspaper notification about the pesticide ordinance that is submitted by the BOH and published in the Burlington Community Newspaper, otherwise known as the North Ave. News.

Other ideas

- Frank Rossi, Horticulturalist at Cornell as a resource and speaker

Actions to take:

We decided on the following dates for the next meeting: 6 P.M. to 8 P.M. on

- Thursday, October 22
- Thursday, November 12
- Thursday, December 3

Jay will book the locations and follow up with the members

Jean will contact the absent members to ascertain if they are still interested in being part of a core working group.

Jean will make contact with Frank Rossi at Cornell.

Collaboration with allies is very important. One of the most effective ways in getting them would be to include phosphorus in the re-write of the pesticides ordinance.

It is strategic in our work.

Jay announced that the first reading is scheduled in October. Jay will find out the exact date and the process for giving input.

We decided for now to devote energies on two projects.

- Develop the 'living lab' idea with the help of Sid Bosworth and his grad students and build a media campaign around it - Jean will contact Sid Bosworth
- Design/develop signs with the healthy gardening theme
 - "Pesticide/Herbicide/Phosphorus Free"
 - "Pesticides Free"
 - "Gardening Naturally"